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[Factors influencing the return rate in a **direct mail** campaign to inform minority women about prevention of cervical cancer.](#)

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MB Dignan, R Michielutte... - Public Health ... , 1994 - ncbi.nlm.nih.gov

... This paper reports the results of an investigation of an important methodologic issue associated with **direct mail**: the effectiveness of **bulk** rate mailing versus **first class**, and using a name versus "resident or occupant" in communicating with a low-income, minority population. ...

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[Selective exposure to a presidential campaign appeal](#)

DL Barlett, PB Drew, EG Fahle... - Public Opinion Quarterly, 1974 - JSTOR

... for Nixon" and half from "Voters for McGovern", Oakland, California-were mailed, **first class**, to re ... For example, attributing the envelope to a **direct-mail** study might well predispose recipients to throw ... The mean amount of **bulk** mail received daily was reported to be three pieces for ...

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[Mailing strategies and costs of recruiting heavy smokers in CARET, a large chemoprevention trial](#)

B Valanis, J Blank... - Controlled clinical trials, 1998 - Elsevier

... household recruitment packet mailing, including postage, ranged from \$1.24 for a **bulk**-rate mailing ... using the KP nonprofit approach (\$230,000) and the Blue Cross **first class** mailer approach ... A **direct-mail** recruitment strategy has several advantages for large trials; it can provide ...

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[How to get more for your money in mail surveys](#)

GL Clark... - Journal of Services Marketing, 1993 - emeraldinsight.com

... Gaining the consumer's attention is important for marketers who use **direct mail** as a primary selling tool. ... The postage manipulation was accomplished by using **first-class** "real stamps" or a **bulk** rate "permit stamp" for outgoing envelopes. ...

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[Partisan mail and voter turnout: Results from randomized field experiments](#)

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AS Garber, DP Green... - Electoral Studies, 2003 - Elsevier

... Consistent with the interpretation that political mail is producing this biennial jump is the fact that we find the analogous results for 'enhanced carrier route standard mail,' the subclass of mail most commonly used by **direct mail** houses, but not for **first class** mail, which is seldom a ...

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[AN ECONOMETRIC MODEL OF POSTAL DELIVERY1](#)

MD Bradley... - ... of postal and delivery services: national ... , 1995 - books.google.com

... The Postal Green Paper (1992) recommends "liberali- zation" of **direct mail** and cross-border mail ... **FIRST CLASS** SINGLE PIECE 54% **FIRST CLASS** PRESORTED 51% **FIRST CLASS** CAR-RT PRESORTED 11% **SECOND CLASS** 22% **THIRD CLASS** **BULK** REGULAR 44 ...

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[How important have price and quality of service been to mail volume growth?](#)

J Nankervis, I Carslake... - Emerging Competition in ... , 1999 - books.google.com

... 40% of all letter mail in 1994-95 was **First-Class** with the rest either being Second-Class or **bulk** mail services in ... Shifts that have occurred include changes in the shares of **First-Class** and Second-Class mail, the increase in certain types of financial and **direct mail** and the ...

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[Mail Demand in the Long and Short term](#)

JP Florens, S Marcy... - Postal and Delivery Services: ... , 2002 - books.google.com

... While **bulk**-presort mail, and especially **direct mail**, has grown very ... The product 'lettre' (letter) is

constituted of" Lettre urgente"(urgent letter, the **first-class** letters which must be delivered the next day) and " Ecoplis"(second-class letters delivered within three or four days). ...

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[\[HTML\]](#) Effect of **direct mail** as a population-based strategy to increase mammography use among low-income underinsured women ages 40 to 64 years [\[HTML\]](#) from

JS Slater, GA Henly, CN Ha, ME Malone... - ... Biomarkers & Prevention, 2005 - AACR

... Consequently, a marketing communications firm with **direct mail** expertise was hired to develop more sophisticated looking ... studies, we concluded that (a) incentives seem to be effective, (b) standard (**bulk** rate) postage works almost as well as **first-class**, (c) materials ...


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Understanding mail survey response behavior a meta-analysis [\[PDF\]](#) from

FJ Yammarino, SJ Skinner... - Public Opinion Quarterly, 1991 - AAPOR

... Armstrong and Lusk (1987) conducted their meta-analysis on 34 studies and concluded that the only effect of consequence on response rate was **first-class** postage as compared to business reply, and even that effect was weak (table 1). In synthesizing across the prior meta ...

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